

Amendments to the Claims:

Claim 1 (currently amended): A method for servicing an electronic certificate for a big-name brand or genuine quality, the method comprising the steps of:

indicating an identification code for goods of the big-name brand or genuine quality with using an audio or visual tag, or an RFID tag, ~~etc.~~, after setting up the identification code for the goods before the first distribution or the first purchase;

requesting creation and transmission of an electronic certificate(1) for the goods by inputting the identification code into an electronic-certificate creation server(10) by means of the audio or visual tag, or the RFID tag, ~~etc.~~, at the first distribution or the first purchase, said electronic certificate(1) comprising the identification code, a character image, and a management program, ~~etc.~~, and being constructed so that only one electronic certificate can be created per goods when being created and said one electronic certificate can only move after being created;

firstly creating the electronic certificate(1) for the goods of the big-name brand or genuine quality at the electronic-certificate creation server(10) after confirming the identification code;

transmitting the firstly created electronic certificate(1) to a client(50) of the first distributor or the first purchaser ~~such as a mobile phone, a PDA, a computer, etc.~~, through a wire/wireless network(40) ~~such as the Internet, etc.~~; and

displaying the character image of the transmitted electronic certificate(1) on a display apparatus of the client(50) so that possession of the big-name brand or genuine quality can be shown and authenticating the goods of the big-name brand or genuine quality can be achieved even without the step of authenticating the goods of the big-name brand or genuine quality.

Claim 2 (currently amended) The method for servicing an electronic certificate for a big-name brand or genuine quality, according to claim 1, wherein a secret code may be provided in the audio or visual tag, or the RFID tag, ~~etc.~~, together with the identification code, in which the secret code is able to be first open and known at the first distribution or the first purchase and the secret code being inputted together with the identification code for creating the electronic certificate (1), otherwise the secret code may be transmitted at the first distribution or the first purchase, the electronic certificate (1) comprising the secret code.

Claim 3 (previously presented): The method for servicing an electronic certificate for a big-name brand or genuine quality, according to claim 1, wherein a database(30) for the electronic certificate(1) and the goods of the big-name brand or genuine quality is constructed by the electronic-certificate creation server(10) at the time of creation and transmission of the electronic certificate(1), said method further comprising the steps of transmitting results of the certification or authentication as for the electronic certificate(1) and/or information on the

goods of the big-name brand or genuine quality when certification or authentication is requested from the client(50) through the authentication/management server(20), and achieving a change in ownership of the goods of the big-name brand or genuine quality by moving the electronic certificate (1) to the client (50) of a transferee together with transfer of the goods and canceling the electronic certificate (1) from the client (50) of a transferor.

Claim 4 (canceled).

Claim 5 (canceled).